



**CITY OF LODI
COUNCIL COMMUNICATION**

AGENDA TITLE: Adopt Resolution Authorizing City Manager to Execute Property Owner Agreement for "Wall Dogs" Mural Project at Lodi Station Parking Structure

MEETING DATE: September 21, 2005

PREPARED BY: Public Works Director

RECOMMENDED ACTION: That the City Council adopt a resolution authorizing the City Manager to execute a property owner agreement for the Wall Dogs mural project at Lodi Station Parking Structure.

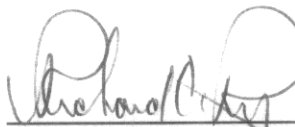
BACKGROUND INFORMATION: The Wall Dogs mural committee is seeking Downtown locations for the mural project scheduled for the Memorial Day weekend in 2006. The group, through Tony Segale, has requested use of the east-facing wall at the south end of Lodi Station Parking Structure.

This proposed theme for this mural is transportation with a rail emphasis. City staff contacted the Central California Traction Company and Union Pacific Railroad to see if they were interested in a sponsorship, and they enthusiastically agreed to fully sponsor this mural.

The sample property owner agreement is attached, along with background material on the mural project.

FISCAL IMPACT: \$10,000 sponsorship cost is being paid by the Railroad. The City's only cost will be staff time involved in administration and coordination.

FUNDING AVAILABLE: Not applicable.


Richard C. Prima, Jr.
Public Works Director

RCP/pmf

Attachments

cc: Dave Buccalo, Central California Traction Co.
Tony Segale, Wall Dog Mural Committee
Tea Silvestre, Community Center Director

APPROVED: 
Blair King, City Manager

DOWNTOWN LODI MURAL PROJECT

Dear Property Owner,

The Wall Dog Mural Committee is a new committee organized under the Downtown Lodi Business Partnership. We are all volunteers working together to help implement a new attraction for Lodi. Our goal is to display Lodi's 100 years through a collection of murals on the walls of eight of our buildings in Downtown Lodi.

We have adopted the following mission statement: "The Wall Dog Mural Project is designed to promote Lodi, California and its surrounding agricultural community. The murals will capture the rich heritage of Lodi as a charming small town destination, and a leader in the wine industry."

With 2006 being the 100th Birthday of Lodi, it presents the perfect opportunity to celebrate Lodi's heritage for all to see and enjoy for years to come.

We strongly believe that this project will benefit Lodi in many ways. The following page lists some of the many potential benefits that we hope to create with this project.

The mural committee has included a wall on your building as a good potential site and would like you to consider a mural for that space. We have included an agreement that details our offer to you. Our agreement is divided into 2 sections. At this time we would like you to consider signing section 1 if the project appeals to you. We have also included section 2 for you to read. Once our committee has a conceptual draft for your building and we have our artists and financing arranged we will then visit with you about section 2 of the agreement.

The team leaders for each mural are top notch professional artists. The murals will be of the highest quality and an important asset to the City of Lodi as a whole, to its residents and those who come to visit.

Our goal for painting the murals is Memorial weekend in May of 2006. All of the murals are scheduled to be completed during that three day weekend. This may seem distant, however, we have a lot of planning and fund raising ahead so please consider our offer as soon as possible. If you have any questions please do not hesitate to call myself or Tony Segale.

Tony Segale (209)368-7461

Sincerely,

Barbara McWilliams (209) 369-6630

Barbara McWilliams

**Downtown Lodi Business Partnership
Mural Committee/Property Owner—ten year agreement
Section 1**

Made this _____ day of _____, 2005, between Lodi Walldog Mural Committee, a committee of the Downtown Lodi Business Partnership (hereinafter called the Mural Committee) and _____ (hereinafter called property owner).

WHEREAS, the parties wish to consider having a mural painted directly on a property owner's wall or have the mural painted on removable panels and then installed on the owner's property on or before (date)_____.

1. Mural committee will:

- A. Provide an overview of the mural project to the property owner and keep the property owner updated on the progress of the project and when the mural painting is contemplated to be commenced.
- B. Distribute agreements to the property owners of potential mural locations.
- C. Prioritize the potential mural locations once they receive signed Section 1 agreements from the property owners.
- D. Present a conceptual draft of the mural to the property owner and obtain the property owner's approval of the draft prior to installing the mural. This will be done at no expense to the property owner. If the mural committee and property owner can not agree upon a conceptual draft then a mural will no longer be considered on this property.
- E. Will attempt to coordinate the completion of as many murals as resources will allow. However, the committee is not responsible for implementing a mural upon a signed Section 1 agreement from the property owner.

2. Property owner will:

- A. Reserve the proposed mural surface or area for the mural committee until 5:00 o'clock p.m. (date)_____.
- B. Consult with the mural committee prior to making any changes to the mural surface prior to implementing the mural.
- C. Consult with the mural committee prior to making any changes that will affect the visibility of the mural.

3. This agreement is binding upon the heirs, successors and assigns of property owner.

MURAL COMMITTEE

By _____

Property owner

Address of proposed mural property:

Walldog Mission Statement

The Walldog Mural Project
is designed to promote Lodi, California
and it's surrounding agricultural community.
The murals will capture the rich heritage of Lodi
as a charming small town destination, and a
leader in the wine industry.

Walldog Mural Themes

Preliminary List , Sept 8, 2004

- 1) Historical Fires/ Disasters
- 2) Lodi Grape Festival
- 3) Wine Industry
- 4) Dandy Bread Restoration
- 5) Industry Collage
- 6) Historical Lodi, pre-settlement to early town timeline
- 7) early agriculture...watermelon fields, rabbit hunts
- 8) horse/ dog races
- 9) diverse cultural event collage...crane fest/ obon fest/ Italian fest/
farmer's mkt./Street faire/etc
- 10) historical transportation...train depot/ street cars
- 11) agricultural collage...cherries/nuts/dairy/grape/etc
- 12) Famous Lodians...individuals? Teams? Groups? Founding fathers?
State to national personalities?
- 13) downtown Lodi...1906-1916-1926-1936-1946-1956-1966-1976-1986-
1996-2006?

Purpose of murals is to educate about Lodi and it's history, beautify area, promote tourism by providing a "walking tour" destination of historical downtown Lodi, promote events of the past and those continuing as to what Lodi is about, create a sense of citizen and community pride.

POTENTIAL COMMUNITY IMPACT OF MURALS

STIMULATE REVENUES GENERATED IN LODI THROUGH TOURISM.

Lodi has many events which bring tourists to Lodi. This project would encourage them to visit the Downtown area and perhaps shop in or dine at one of the fine businesses located there.

THE MURALS WOULD OFFER A UNIQUE AND INTERESTING ATTRACTION FOR LODI THAT WOULD HELP DISTINGUISH ITSELF FROM OTHER COMMUNITIES IN THE WEST.

**THE MURALS WOULD PROVIDE A TREMENDOUS
OPPORTUNITY FOR LODI TO DISPLAY ITS HISTORY. THE
MURALS WILL CAPTURE THE RICH HERITAGE OF LODI
AS A CHARMING SMALL TOWN DESTINATION, AND A
LEADER IN THE WINE INDUSTRY.**

PLACING THE MURALS WITHIN WALKING DISTANCE OF EACH OTHER AND SUPPLEMENTING THE MURALS WITH A WALKING TOUR BROCHURE WOULD INDEED HELP TO GENERATE MORE PEDESTRIAN TRAFFIC FOR OUR DOWNTOWN DISTRICT.

The brochures would include historical information concerning buildings in the Downtown area along with the mural information.

RESOLUTION NO. 2005-199

A RESOLUTION OF THE LODI CITY COUNCIL
AUTHORIZING THE CITY MANAGER TO EXECUTE
PROPERTY OWNER AGREEMENT FOR MURAL
PROJECT AT LODI STATION PARKING STRUCTURE

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WHEREAS, the Wall Dogs Mural Committee is seeking downtown locations for the mural project scheduled to begin Memorial Day weekend in 2006; and

WHEREAS, the Committee has requested use of the east-facing wall at the south end of the Lodi Station Parking Structure and will utilize a transportation with rail emphasis theme.

NOW, THEREFORE, BE IT RESOLVED that the Lodi City Council does hereby authorize the City Manager to execute a Property Owner Agreement for the "Wall Dogs" Mural Project at Lodi Station Parking Structure on behalf of the City of Lodi.

Dated: September 21, 2005

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I hereby certify that Resolution No. 2005-199 was passed and adopted by the City Council of the City of Lodi in a regular meeting held September 21, 2005, by the following vote:

AYES: COUNCIL MEMBERS – Hansen, Hitchcock, Johnson, Mounce,
and Mayor Beckman

NOES: COUNCIL MEMBERS – None

ABSENT: COUNCIL MEMBERS – None

ABSTAIN: COUNCIL MEMBERS – None



SUSAN J. BLACKSTON
City Clerk

CITY COUNCIL

JOHN BECKMAN, Mayor
SUSAN HITCHCOCK
Mayor Pro Tempore
LARRY D. HANSEN
BOB JOHNSON
JOANNE L. MOUNCE

CITY OF LODI

PUBLIC WORKS DEPARTMENT

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LODI, CALIFORNIA 95241-1910
(209) 333-6706
FAX (209) 333-6710
EMAIL pwdept@lodi.gov
<http://www.lodi.gov>

BLAIR KING
City Manager
SUSAN J. BLACKSTON
City Clerk
D. STEVEN SCHWABAUER
City Attorney
RICHARD C. PRIMA, JR.
Public Works Director

September 15, 2005

Central California Traction Company
Mr. Dave Buccolo
2201 W. Washington Street, Ste. 12
Stockton, CA 95203

Wall Dogs Mural Committee
c/o Segale Signs
Mr. Tony Segale
415 W. Pine Street
Lodi, CA 95240

SUBJECT: Adopt Resolution Authorizing City Manager to Execute Property Owner Agreement for "Wall Dogs" Mural Project at Lodi Station Parking Structure

Enclosed is a copy of background information on an item on the City Council agenda of Wednesday, September 21, 2005. The meeting will be held at 7 p.m. in the City Council Chamber, Carnegie Forum, 305 West Pine Street.

This item is on the consent calendar and is usually not discussed unless a Council Member requests discussion. The public is given an opportunity to address items on the consent calendar at the appropriate time.

If you wish to write to the City Council, please address your letter to City Council, City of Lodi, P. O. Box 3006, Lodi, California, 95241-1910. Be sure to allow time for the mail. Or, you may hand-deliver the letter to City Hall, 221 West Pine Street.

If you wish to address the Council at the Council Meeting, be sure to fill out a speaker's card (available at the Carnegie Forum immediately prior to the start of the meeting) and give it to the City Clerk. If you have any questions about communicating with the Council, please contact Susan Blackston, City Clerk, at 333-6702.

If you have any questions about the item itself, please call me at 333-6759.



for: Richard C. Prima, Jr.
Public Works Director

RCP/pmf

Enclosure

cc: City Clerk